

Corporate Partners Meeting

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Delaware Office of Highway Safety
March 16, 2012

Welcome

- ☐ Newest Partner
- ☐ Oldest Partner
- ☐ Site Visit
- ☐ Award Winner

- ☐ Injury Prevention Partners
- ☐ Fleet Partners
- ☐ Police Partners
- ☐ Education Partners
- ☐ Military Partners
- ☐ State Partners
- ☐ Insurance Partners
- ☐ HR partners
- ☐ Safety Managers

Traffic Safety News

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Alison Kirk
Community Relations Officer

Crashes/Fatals Picture YTD

- January 1, 2012- March 13, 2012
 - 16 fatal crashes/16 deaths
 - 2 alcohol related deaths
 - 11 vehicle occupant deaths/5 no seatbelt
 - 0 motorcycle, 5 pedestrians, 0 bicyclists
- January 1, 2011-December 31, 2011
 - 97 fatal crashes/103 deaths
 - 37 alcohol related deaths
 - 66 vehicle occupant deaths/37 no seatbelt
 - 18 motorcycle, 19 pedestrians, 0 bicyclist

Campaigns to date

- NFL- enforcement & media
- Distracted Driving – media & simulator at HS
- St. Patrick's Day- enforcement & media
- Night time seat belt- enforcement

Upcoming Campaigns

- Motorcycle- enforcement & media
- Aggressive Driving- enforcement & media
- Pedestrian- enforcement & media
- Click It or Ticket & night time seat belt-enforcement & media
- Child Passenger Safety- media only
- Checkpoint Strikeforce, 4th of July, National DUI Crackdown- all enforcement & media

New projects

- Motorcycle safety will have 2 messages
- OHS is continuing sport marketing outreach at dirt tracks, NASCAR, UD, DSU, Blue Rocks.
- OHS is applying for a Distracted Driving Demonstration project grant for cell phone enforcement.

HERO Walk

- Support the HERO Campaign for Designated Drivers
- Individual walkers, walk teams, and sponsors
- University of Delaware
- www.herocampaign.org



Corporate Outreach Update

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Trish Bachman
Corporate Outreach Coordinator

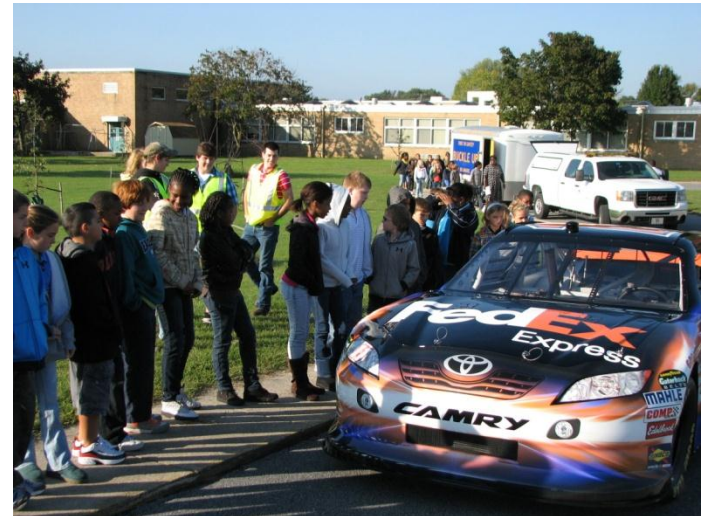


Dover International Speedway





Safe Kids Pedestrian Safety Day



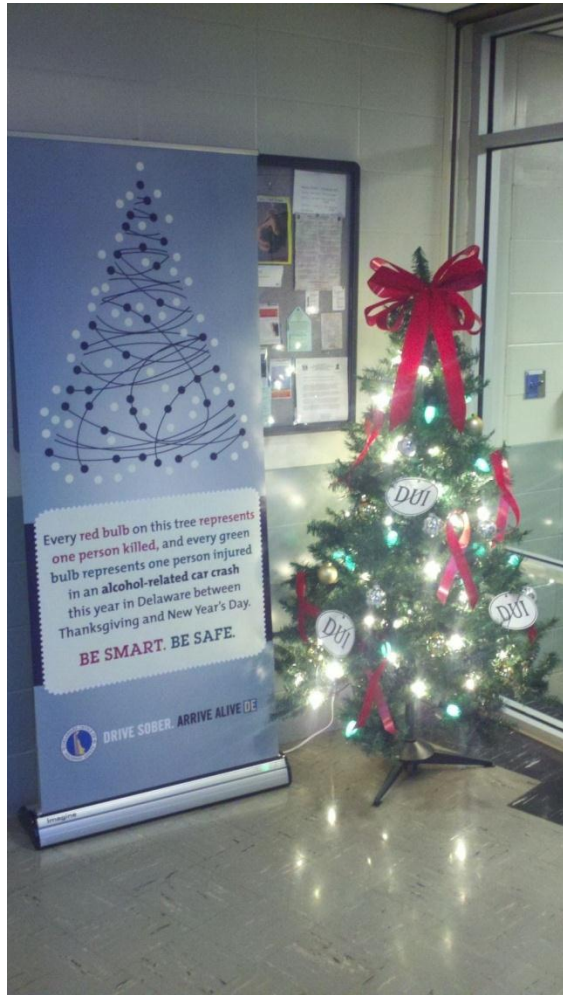


Truck Convoy for Special Olympics



Halloween Mocktail at Milford Memorial Hospital

Safe Family Holiday DUI Trees





Safe Family Holiday Mocktails





DAFB Super Bowl Event





ONE TEXT OR CALL COULD
WRECK
IT ALL

Fleet Distracted Driving Outreach



St. Patrick's Mocktail



Open Discussion

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What are your thoughts about...

- Monthly traffic statistics
- Surveys
- Site Visits and Reports
- Drop-in newsletter articles and TSN

Upcoming meeting dates

- Fleet Managers Meeting,
June 8, 2012
- Corporate Partners Meeting and Awards,
September 7, 2012

Thank you!